

Cape May County Tourism Conference

2016

What's New in Your Marketing Tool Box?

Developing a Marketing Plan to reach your visitor through digital platforms.

Cape May County Board of Chosen Freeholders

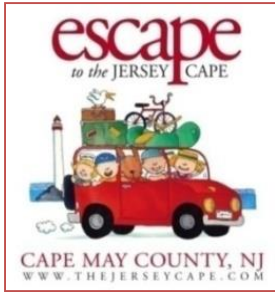
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5/4/2016

What's new in your marketing tool box?



After more than a year of learning and reprogramming our minds to process the impact of social media and digital marketing, the Cape May County Department of Tourism is well on its way to reaching customers in platforms never imagined a few short years ago. We are targeting and, in many cases, retargeting our customers with a variety of message. We are reaching them in multiple ways in order to provide them information in the way in which they want to receive it.

From transportation, specifically in the airline reservation systems in the early days of saber, to securing online reservations in the lodging industry, the way in which we conduct the business of tourism has changed significantly, and each improvement in technology seems to find its way into the tourism industry. Thanks to the Internet, the visitor experience begins long before they arrive at the destination. For some it starts with a photo, a conversation or a bucket list of must do experiences. Search engines bring the vacation to life. Websites, blogs, social media or digital advertising gives the visitor a sense of what to expect and easy access to information to help them choose and book a location. We all started with a website and as technology moved forward we adapted, but it has become way more than a website to capture a new customer and keep an existing one engaged. Your time and financial investment today will continue to pay off with Millennials and will definitely impact Generation Z.

Our marketing tool box has changed over the past five years, and we are seeing dramatic changes in how we are promoting our tourism product. There are potential visitors on all sides of the social media platforms. We can't ignore any opportunity to reach our customers. A simple code on your web page allows you to follow those who accesses each page of your site and follow them with ads that serve as a gentle reminders the next time they are using their digital device. This is costly and requires experts in the field, more commonly known as - *young* people.

Tools used in the past are becoming less effective and more importantly, unmeasurable. Terms we used in the past to determine metrics are no longer valid. Circulation has been replaced with impressions, readership has been replaced with reach, targeting replaces lost geography. Your marketing message is not one sided, it is now part of the conversation. Websites must be mobile and apps must be IOS and Android accessible. The time has come when more people are getting their information from their mobile devices than their desktop. Wi-Fi is a given and while people say they want to unplug, very few are thinking about a total digital detox. They still want access to their digital world on their terms.

Shrinking budgets or doing more with the same advertising dollars are forcing marketers to find more efficient and effective ways to reach potential visitors. Some of the mystery about marketing and hoping you reached your customer, has been eliminated. Gone are the days when you placed an ad and waited for the phone to ring. Metrics are immediate and digital ads allow you to change or retarget your message in minutes. Traditional media outlets that saw the change coming have moved toward the digital realm and offer advertising options

from column one – print, radio and television; and from column two – the digital format that includes direct targeting of customers based on behavioral patterns and demographics. This works well for those who need to market to multi-generational visitors, with some that require the printed message and others that only want information via their hand held devices.

It's safe to say, the digital world has made a tremendous impact on the traveler. Technology and tourism are becoming more and more intertwined, and if applied correctly, can take your business to a higher level. Digital media is so extensive that consumers have access to information any time and any place they want it. Gone are the days when the messages people got about your products or services came from you, when you scheduled it and consisted of only what you wanted them to know. Social media review sites allow customers to post about you before they take a seat at your establishment or unlock the door to their room. Instagram is just that, instant pictures posted for followers to see and comment. Selfies are one of the first posts indicating the visitor has arrived. Picturing themselves in front of iconic signs, buildings or locations is part of the digital scrapbook and generates advertising for the business that possibly reaches beyond traditional marketing efforts.

TripAdvisor alone has more than 800 million active users and more than 50 million unique monthly visitors. Travel planners are going to social networking sites first to research destinations, find hotels and review restaurants before they book the visit. Most are making informed decisions about their vacations by not only what your website says, but what their friends, family and peers are saying; all without talking to a single person. Before, during and after the vacation, the traveler will share their personal experiences on the social media site of

their choice. Good and bad, it is photographed, posted and rated in real time. There are no longer private conversations between the customer and the supplier, no matter what the experience, you are vulnerable, and it is out there for all to read and make comments.

Everyone is on their phone and it seems almost everyone is on social media. The channels of social media are expanding and younger generations continue to look for what is the newest thing. With the NJ Division of Travel and Tourism Cooperative Marketing Grant funding, we have implemented a digital marketing plan that includes Trip Advisor, Comcast Digital, Townsquare Media, NJ.com, and Coastal Digital Solutions. The Department of Tourism's campaign with Coastal Digital Solutions is the implementation a multi-facet digital marketing campaign that is proactive with vacation planners looking for information about Cape May County.

Using the Jersey Cape brand to push potential visitors to Cape May County via Facebook, Twitter, and Instagram, Coastal Digital Solutions is creating exciting and relevant content in conjunction with a smart social media buying campaign. The digital ad buys will focus on potential visitors in the region and target the demographics with a message is geared toward their interest. They will focus ads to women when pushing a girl's weekend or to the men with a golf weekend. They are also using a multi-generational approach to reach an older or empty nester demographic in the time frame when they are making their travel decisions.

Keeping ahead of the social media trends, Coastal Digital Solutions is creating video content for online use. This platform is becoming the hottest social media content in use today. The series of videos that will be featured,

called FYI South Jersey, will go directly to the Jersey Cape's three social media pages in addition to pages created specifically for digital content, as well as on the pages of private sector partners.

Social media has become important because it provides the ability to get both free and most cases, trackable paid reach to people interested in your product and also those that might not have been thinking about what you have to offer. Outstanding photos or videos can go “viral” and reach people beyond your immediate base.

2015 Cape May County Tourism Expenditures

2015 NJ Travel and Tourism Report, *Tourism Economics*, Adam Sacks, President

<u>Lodging</u>	<u>Food/Bev</u>	<u>Retail</u>	<u>Recreation</u>	<u>Transportation</u>	<u>Total</u>
\$2,359.5 Billion	\$1,365.5 Billion	\$1,216.8 Billion	\$708.3 Million	\$390.9 Million	\$6,041.0 Billion

- \$6.04 Billion was generated in Cape May County in direct tourism expenditures.
- 4.3% increase over 2014 (\$246 million)
- Second in the state in tourism expenditures.
- Rental Income of \$1.98 Billion
- Tourism Employment represents 56.6% of total county private employment
 - Direct Impact 25,884
 - Total Impact 36,369
- State and Local Tax Receipts
 - \$533.8 million
 - 2.3% increase (\$16,6000)
 - \$1.46 million per day
- Each household in New Jersey would be taxed an additional \$1,490 per year to replace the tourism taxes received by state and local governments.
- Occupancy Tax Collected in 2015
 - \$9,542,625
 - 8.9% increase over 2014
- Cape May County Leads the state in four out of six sectors measured.

- Food and Beverage
- Retail
- Recreation
- Rental Income (Second Homes)

Visitor Profile:

82% - Visitor Return Rate
 14% - First Time Visitor
 85%- Conversion Rate (Requested information and came)
 27%- Travel as a couple (party of 2)
 42%- Travel with Family (more than 2)
 19%- Travel w/Extended Family
 7% - Travel w/Friends
 76% - Take more than one vacation a year
 8% - Day trip
 21% - Stay 2-4 days
 20% - Stay 5-6 days
 26% - Stay 1 week
 23% - Stay longer than a week
 31% - Spend between \$1,000 & \$2,000
 42% - Spend more than \$2500

Top Markets

New Jersey	28%
Pennsylvania	27%
New York	19%
Canada	9%
Maryland/DC	7%
Other	10%

Travel Season

86% - Visit during Summer
 29% - Visit during Spring
 43% - Visit during Fall
 17% - Visit during Winter

Age

Under 34 – 6%
 35 – 44 – 14%
 45 – 54 – 23%
 55 – 64 – 35%
 65 + - 20%

Travel Trends

Knowing emerging travel trends is the second half of the marketing plan puzzle. Understanding your visitor profile and demographics is the first part. You have to know your audience in order to find the right fit between what you have, what is trending, and most importantly, what potential visitors are willing to spend their vacations dollars doing. Not all trends fit into your offerings, Cape May County will not appeal to the snow skier or mountain climber, but surfing for all ages is making a big comeback. We're in very good shape when it comes to beach vacations and amusement parks, which top the list for vacation activities and biking is becoming more popular than golf for middle-aged men.

Another top activity trending is experiential travel. Visitors want to be part of the local culture and learn about the destination's history; immerse themselves in the community and way of life. Heritage Tourism is on the rise and the county's history ranges from the early whalers to Doo Wop and everything in between. Those seeking experiential tourism can relive the past and tie it in to national history. Make our history part of their history, let them know what was happening in Cape May County that ties in to what they learned in history books.

Foodies continue to grow in numbers and culinary tourism is a trend that works very well in Cape May County. People are planning entire vacations around food and want to know where their food is grown and how it is prepared. This also plays a part in the growing health and wellness trend. Ironically, Cape May County started as a fishing and agriculture region and while there was not much of a connection to farms in the past, it is becoming part of today's tourism picture. We are seeing a link between the expanded season, especially during the fall, and the increase in agri-tourism activities. Fall and winter travel is up and to date, 2016 occupancy tax collection is showing a 9% increase over a record 2015. Special events and festivals also play a large part in the increase of fall and winter visitors. Most special events are centered on food and history.

The Jersey Fresh brand is strong and includes seafood and farm products. Farm markets are part of the landscape in each resort. Farm to table options are becoming part of every restaurant menu. Grapes have replaced lima beans and six wineries have opened in the past decade. Award winning wines are being produced in Cape May

County. Breweries and distilleries are opening using local produce and products. Locally grown produce and products are of interest to families, boomers and millennials.

Shopping is another top trend for vacationers and Cape May County has outpaced all other counties in the state in retail expenditures. Retail accounted for \$1.2 billion in expenditures in 2015. Visitors tend to look for unique items that are not found in box stores. Highlight travel trends in your marketing message and your website that are popular in the area to pique the interest of vacation planners.

Wherever your property is located, always talk about or feature the beach, our beaches are our biggest draw with 93% of our visitors going when they get here, Remember, you are closer to the beach than the person making vacations plans on the internet.

Sports Tourism and Sport Event Tourism is also working to expand the tourism season in the county. More runs and walks and bike tours are added to the calendar each year. Flat surfaces and open roads lend themselves to soft sport tourism. With the event participants often comes families who stay overnight. This is big business and as we see growth in the Health and Wellness trend, we anticipate sports tourism will continue to grow.

Close to home vacation trends work well with more than 30 million people living within a 300 mile radius of Cape May County. Our recent visitor survey found that 35% of the respondents choose the Jersey Cape as their vacation destination because it is close to home. Air travel has become difficult for many and gas prices are at least 25% lower than this time last year. This is more than a staycation, 80% of our visitors come from New Jersey, Pennsylvania and New York.

More trends:

Connecting to the Modern Family

Family time has become more valuable than ever and time-starved parents are increasingly looking at the family vacation as way to stay connected. When targeting families today... there are things worth considering:

- The new tradition of untraditional families. We need to reflect the true face of society in our content, imagery and videos and media buys.

46% of U.S. kids younger than 18 are living in a home with two heterosexual parents in their first marriage as compared to 1960 when 73% fit that description.

34% of children are living in a single-parent household up from 19% in 1980.

10% of today's families are interracial

A significant number of today's families are same sex couples with children.

- Fewer households with children doesn't mean fewer opportunities

Declining households with kids age 18 and younger is down to 34.6 million from 36.6 million in 2003.

2 in 10 travelers are grandparents

4 in 10 travelers are taking at least one trip with their grandchildren.

8 in 10 trips with grandparents are multigenerational including parents of children

Travel marketers need to position travel as an extended family activity suited to linking multiple generations of travelers and all sides of the family including aunts, uncles, nephews, nieces and cousins.

- Moms are key but don't forget Dad. Moms are the most involved member in the vacation planning process, but they are the most price-conscious. Dads are more likely to drive-up the average spend because their buying habits are not as thrifty.
- Don't underestimate the Influence of Kids. Marketers need to think about how websites and marketing materials should talk to kids as much as the parents.

In households with kids aged 6-11, 32% of these allow the kids to decide on the final destination "most" or "some of the time." And 28% of the households report that the decision is jointly made between parents and children.

- Travel Creates Happy Families. Travel allows families to reconnect and travel contributes to "being a good parent." The majority of Millennials (52%) in the Mintel Study found a direct correlation between travel and "being a good parent".

Story in DMAI Newsletter (4.4.2016) written by Gary Leopold, Op-Ed Contributor. Cited a Mintel study in story "Connecting to the Modern Family" and published by MediaPost Communications.

Trends to watch in 2016...

The Rise of "Bleisure" Travel. Business travelers who want to include more leisure activities into their business life. The trend of mixing business with pleasure is really taking off and marketers need to recognize how to cater to those who want more "life" out of work. Thanks to Wi-Fi, bleisure travelers are getting work done in cafés, restaurants and on the beach.

Travel is getting more Mobile. Mobile devices are taking a larger share of the digital tourism landscape. Mobile travel apps save time and money and the travel search usually begins on a mobile device. It's convenient, it keeps customers more connected to your company and connected passengers are happier with your brand, and are more likely to share their experiences with friends and families. They become influential brand ambassadors.

Experiential Travel Marketing is Exploding. Experiential marketing helps brands become more personal. It is sophisticated segmentation. It's more than creating a message. It's about crafting an authentic experience that leave people wanting more.

Social Media. Periscope and Snapchat are platforms in the changing social media realm that are rising. Platforms continue to change and many are shifting to an advertising-centric model giving more exposure to companies who pay more; therefore, companies who want to remain relevant in social-media advertising will have to allocate more resources to do so.

Context is King. The adage "content is king" has evolved into "context is king." Companies cannot simply create content—it must ensure that what it creates is relevant to the consumer. In order to customize and authenticate content, companies are analyzing digital and social statistics to help understand what content customers want. Companies must find different ways to deliver custom content to different audiences.

The Sharing Economy. Consumers share resources through networks to give exposure to more convenient, easy and affordable options for certain services and resources. Airbnb has become the world's largest accommodation provider without owning a single room. The industry must learn to work with companies in ways that will help enrich the travelers' experiences.

Data collected from articles: 4 Travel Trends to Watch in 2016 by Brian Havig (Aug. 3, 2015) published in BrandViews. www.business2community.com/brandviews. Tourism Tech Trends to Watch by Virginia Haley (Jan. 25, 2016) published in Herald-Tribune. www.Herald-Tribune.com

Things you need to know about Millennials and Travel

According to a report by travel industry research firm Phocuswright, 66% of Millennials surveyed said travel is a “very important part” of their lives. The Boston Consulting Group found that compared to Gen Xers and Baby Boomers, Millennials are more interested in travel by 23%.

While millennials currently comprise 27% of the U.S. population and 25% of the workforce, Gen Y is projected to make up nearly half of the workforce. Gen Y is projected to make up nearly half of the workforce by 2020 and is predicted to outspend Baby Boomers by 2030.

The Millennials have clout in their sheer numbers are very vocal about their travel likes and dislikes which they readily share on social media. They are pushing the travel industry to better meet their needs.

Millennials want and expect from their travels:

Value over Budget. Millennials have been hard-hit by the economic downturns so they are frugal with their spending. Want the biggest bang for their buck. In searching for a vacation, they are more apt to use a sharing economy service such as Airbnb.

Style and Substance. They are not afraid to mix business with pleasure. They want stylish and thoughtful design when they are on the road. Boutique hotels can turn a business trip into a restful getaway.

Community and Sharing. As a group, millennials are less tied down by domestic obligations; however, they still want a sense of community on the road. Whether it's common workspaces or coffee shops to gather or feedback and recommendations via social media platforms, Gen Y travelers do their research and share their travel experiences before, during and after their trips.

Always Connected. Millennials are the always-connected generation and they assume that Internet connectivity is strong, found everywhere and free. More than Gen X and Boomer travelers, they are more willing to pay if connectivity is not free.

Story in DMAI Newsletter (4.14.2016) "5 Things You Need To Know About Millennials and Travel"
Written by KippJareche-Cheng, Op-Ed Contributor (Jan. 22, 2016) and published by MediaPost Communications.

Traveling beyond Millennials: Going from Generation Y to Generation Z (those born in the mid-90's—the oldest of which are turning 20)

According to a study by Sparks & Honey, Gen Z represents \$44 billion. They are 25.9% of the population, making them a larger demographic than Millennials at 24.5%, Gen X at 15.4%, Baby Boomers at 23.6% and the Silent Generation at 10.5%.

If Millennials were the first generation raised as digital and computer natives, Gen Z are the first generation to be "cellular, smartphone and social media natives."

It's not too late to be thinking about Gen Z ...there are a few distinguishing characteristics

Keep it short, visual and engaging. Limited attention span. Short, bite-sized content. They know how to search and find exactly what they want. Deliver relevant, engaging and immediate beneficial experiences.

Socially conscious, social natives. They connect at the brand level via causes and issues that are important to them. They join communities of like-minded people to learn and grow. Expect high degrees of personalization.

Want to make a difference. Social responsibility will be an essential component to the way they will buy and experience travel brands. They will be ready to make a positive impact on travel wherever they travel.

Open, accepting and diverse. They have grown up believing everyone has the right to marry. They have grown up in a mixed-race, multi-ethnic and multi-generational. More than ever, companies need embrace diversity in their marketing and operations.

Story in DMAI Newsletter (11.12.2015) "Traveling Beyond Millennials: Get Ready for Generation Z"
Written by Gary Leopold, Op-Ed Contributor, and published by MediaPost Communications.

Tourism Megatrends: Things you need to know about the future of Tourism

Silver Hair Tourists:

The aging population is considered one of the fastest growing segments in the tourism market...up from 8% of the world's population in 1950 to 12% in 2013 and forecasted to be 21% in 2050. They have a great desire to travel...97% of the population over 50 in the US planned one domestic trip in 2015. Seniors are ready to spend: more disposable income, less home responsibilities, more time to travel. They are healthier than other generations. They are more "Experience-driven;" no longer seeking material goods, but rather life experience.

Generation Y (Millennials) and Generation Z:

By 2025, the Millennials are expected to represent 50% of all travelers. Their focus is on exploration, interaction, and emotional experience. As travel planners targeting this generation of travelers, we must realize that technology is essential. There is also a greater link between tourism services and everyday life...this customer's connection to the travel product is mainly through the digital world. Generation Z also called iGen, Click 'n Go children or Screenagers, and range in age from 6 to 20. In the U.S., already a quarter of the whole population belongs to Generation Z. (USA, census 2010). This generation is witnessing a struggle in the GenYs and have learned to become more adaptable to change. They frequently use social media and they are fully integrated into the digital world. They expect real time information, short and mostly sent via pictures, videos and channels that

allow them to interact and share information. Customization and personalization of the service will be essential to reach this generation.

Growing Middle Class:

The middle class is set to increase from 1.8 billion in 2009 to 3.2 billion by 2020 and 4.9 billion by 2030. Middle class tourists are looking for value for their money. They are more likely to choose budget services, ie. Off-season hotel rates, discounted attractions. They are willing to spend their time trying to find, deals and offers. Targeting the middle class customer will mean offering value for the money and still targeting their needs.

Technological Revolution:

The Internet has already changed the way tourists search, explore, book and experience. The whole industry has to adopt new technology trends. Travel planners have to rethink marketing and service strategies and reshape the way they do business. Interactive displays, smartphones and apps are already becoming a reality for the local service industry. In the future, the guest experience will be changed by robots, real time technology improvements, wearables and more. The challenge for the travel planner is selecting the appropriate technology that is useful, and not just for the sake of having it.

Digital Channels:

Today, the process of a vacation begins and ends with the Internet. It starts with research through to an intent to travel, then fine tuning the trip details and ultimately to sharing their experiences after the trip. Visitors are providing feedback about their experience via social media platforms such as Facebook, Twitter and Instagram. They are also providing feedback via the digital channels they used for research, planning and booking including Tripadvisor and Airbnb.

Digital phones allow visitors to explore, plan and make decisions wherever and whenever they want. By 2017, mobile devices will account for 30% of online travel value. 65% of searches begin on mobile phones and

continues on computers. Time spent on smartphones exceeded time spent on a PC in 2013. Time spent using mobile devices exceeded time spent watching TV.

60% of time spent on the Internet is dedicated to social networks. Social networking has become the first activity on mobile apps exceeding gaming activities. 28% of the global population is using social networks and 77% of them access social networks via mobile devices. 40% of leisure travelers and 48% of business travelers in the U.S. enjoy sharing travel experiences online.

Facebook has become a serious player in the world with searches on Facebook already at 1 billion as compared to Google at 3.5 billion.

The importance of social networks in tourism is increasing. Travel planners should understand that the combination of Mobility and Social Networks or so-called (SoMo) are ubiquitously part of the interaction with the visitor; targeted communication; location services; creating and sharing content.

Health & Healthy Lifestyle

Taking care of personal health is getting more important. Mobile health apps saw an increase of 62% in the first half of 2014. The mobile fitness and wellness market is the fastest growing category within the mobile health segment on track to be 37% by 2018. Cooperation between the health and tourism sector will open up new possibilities in health tourism. Treatments, relaxation, exercise and healthy diet are some of the already well-known product segments. The spectrum of healthy trends in tourism include wellness and spa, healthy cuisine, rejuvenation, sport and recreation and more.

“Tourism Megatrends” produced and published by Horwath HTL. Horwath HTL is the world’s largest hospitality consulting brand with 45 offices across the world focusing 100% on providing impartial, specialist advice and consulting to hotel, tourism and leisure clients. www.horwathhtl.com

Maintaining our Canadian Market

The exchange rate continues to be an issue for Canadians traveling into the United States. Today, the Canadian dollar is trading at 79 cents on the dollar. In simpler terms, the family from Canada coming on vacation to Cape May County will get \$793.31 in US currency for \$1000 in Canadian. Ouch!!! While this is a bit better than the rate in February that dipped to 74 cents, it is still a hit on discretionary dollars used for vacations. We needed to find ways to add value to a Jersey Cape vacation. In January 2016, we worked with the Greater Wildwood Chamber of Commerce and the Greater Cape May Chamber to develop a discount program to help offset the exchange rate.

The question asked by this department in February at the Montreal Outdoor show was...Are you coming back? The response was varied but many indicated that they were still deciding and are riding out the exchange rate to see if they could get a better rate. With the increased rate in 2015, and knowing the rate was climbing, some considered it expensive and they were still questioning if they would book for 2016. Of course, there are our loyal Quebec visitors who have been coming for many years, make their reservations before they leave the prior year and are coming no matter the exchange. Travel counselors at the show recommended that visitors call their favorite business and see if there were incentives available. We also found that many of our Canadian visitors have U.S. bank accounts and the exchange rate was not a factor in their decision to come the Jersey Cape.

The Department of Tourism is working with our PR Consultant in Canada to sell the Jersey Cape with a redefined message. We all know beaches are the biggest draw for Canadians, with 45% preferring a beach vacation over all other options, we wanted to expand our message to include birding as part of our eco/agri-tourism message, in addition to golfing, camping and wineries.

Starting with a better understanding of our Canadian visitor, we researched what they prefer to do while on vacation. Outdoor and nature based activities ranked high for Canadians, along with gastronomy or as we call it culinary tourism. With a similar demographic as the U.S., and a larger number of baby boomers with time and

money for travel, we ramped up our PR efforts to target that age demographic and expanded our message to focus on food and outdoor play for the 55 plus crowd.

In the past twelve months the tourism department along with our countywide partners have hosted 11 journalists on six Familiarization Tours (FAMs) resulting in more than 20 articles that appeared in Canadian newspapers, magazines and blogs. The sights and sounds of the Jersey Cape was featured on a Quebec City radio station for a week with the radio host broadcasting live from Cape May County asking listeners to identify sounds from the area. He also posted pictures on the station's Facebook page and asked them to identify images. This created a great response from followers and the program will continue in 2016.

From food and travel writers to a celebrity chef, we have showcased the Jersey Cape as a destination that not only has the best beaches but also offers a diverse array of shoulder and summer season attractions. The PR value of those articles is conservatively estimated at \$500,000.

The intent of the FAM is to highlight for visiting journalists what the County has to offer and for them to write about it and help us get our message out. FAMs fit all the elements of PR, with third party testimonials that are considered more valuable than a paid advertisement. We have 8 CAA agents arriving May 9 and two journalists scheduled for June 2016.

We have developed a great relationship with the Canadian Automobile Association (CAA) over the years and have worked with them to get our message out to Canadians looking for vacation options. There are 14 CAA agencies in the Province of Quebec, and 1.8 million CAA members throughout Canada. They promote vacation destinations from around the world. However, during the summer season, drive trips to the US are the bulk of their business and Cape May County is one of the top destinations for TripTix in Quebec. In 2015, more than 2,300 were prepared for CAA clients going to the Jersey Cape.

In 2015, CAA selected the top five don't miss vacation destinations in North America or as they referred to them, "5 Destinations Coup De Coeur", and the Wildwoods was listed at number one on the list and one of two in the

U.S. CAA Touring magazine featured Quebec's celebrity Chef Louis who talked about his travels and his visit to Cape May County.

ACY – Air Canada

ACY Flight Service – May to September 2015

Atlantic City Airport's pilot air service program with Air Canada was canceled before the end of the two year contract. There were 2,370 passengers that took advantage of the direct flights between Atlantic City Airport and Toronto's Pearson Airport from May to September 2015. Air service ran Friday through Monday for 15 weeks.

The Department of Tourism expanded Canadian marketing into Toronto and was able to garner several news articles about the Jersey Cape in newspapers and magazines. Working with Air Canada, we had 4 journalists FAMs fly from Toronto using ACY. *(Source: Atlantic City International Airport Passenger Market and Airport Profile)*

Of those passengers:

- 58% were Canadians
- 81% were from Ontario
- 8% were from Quebec
- 5% were from Alberta
- 42% stayed in Cape May County.
- Canadians staying in Atlantic City spent \$1,362
- Canadians staying in Cape May County spent \$1,411
- Average visitor stay in Atlantic City and other nearby towns was 6 days
- Average visitor stay in Cape May County was 9 days
- Visitors to Cape May County had a higher income and spend profile
- A greater concentration of Quebec residents (13%) stayed in Cape May County
- Cape May County had a stronger return intention with 60% likely to return
- 92% of those who went to Cape May County said they would recommend the service to others.

Occupancy Tax Collection – Cape May County

2014 vs. 2015 increase of \$1,094,422

2014		2015	
Jan	\$67,620	Jan	\$66,785
Feb	\$79,315	Feb	\$82,478
Mar	\$133,722	Mar	\$106,443
Apr	\$180,203	Apr	\$209,328
May	\$513,954	May	\$666,595
Jun	\$1,139,413	Jun	\$1,361,728
Jul	\$2,189,457	Jul	\$2,539,854
Aug	\$2,601,765	Aug	\$2,711,423
Sept	\$964,619	Sept	\$1,184,654
Oct	\$341,228	Oct	\$334,955
Nov	\$110,474	Nov	\$125,153
Dec	\$126,433	Dec	\$153,229
TOTAL	\$8,448,203		\$9,542,625

2014 vs. 2015 Garden State Parkway Traffic Count

	Great Egg	Cape May		Great Egg	Cape May
January 2014	357,830	236,742	January 2015	370,546	246,935
February	360,096	238,912	February	357,421	239,265
March	404,155	274,139	March	419,482	287,563
April	479,774	334,368	April	492,667	348,563
May	620,567	451,248	May	669,765	510,920
June	739,272	576,575	June	734,752	566,774
July	928,671	761,632	July	953,953	782,101
August	969,670	762,531	August	921,725	833,232
September	595,804	498,429	September	654,308	540,283
October	495,414	348,863	October	494,556	357,127
November	407,813	275,567	November	428,069	428,069
December	423,708	276,635	December	447,066	302,595

2016 Fact and Figures

(Source: Cape May County Department of Planning)

www.capemaycountynj.gov

256 Square Miles	13,115 Available Land Acres
210 Miles County Roads	16 Municipalities
22 Bridges	16 Local School Districts
5 Toll Bridges	1 Regional High School
3,869 Businesses	1 Technical School District
57,300 Labor Force	1 Special Services District
54,511 acres eco-tourism/open space	

Population

Year	Winter	Summer
2005	106,512	634,532
2006	99,286	634,532
2007	98,149	624,654
2008	95,650	766,228
2009	96,392	767,708
2010	97,265	763,940
2011	96,601	808,104
2012	96,304	812,015
2013	95,897	796,655

Utilities

Year	Winter	Summer
2005	100,082	105,726
2006	100,948	106,482
2007	100,942	107,620
2008	106,558	110,525
2009	110,784	112,828
2010	109,567	112,383
2011	108,877	112,067
2012	106,021	110,653
2013	103,171	109,009

Hotels and Motels

YEAR	# OF BLDGS	UNITS/RMS
2000	2,358	23,729
2003	2,374	24,009
2006	2,270	18,877
2007	2,268	18,725
2009	2,269	18,749
2010	2,269	18,749
2011	2,269	18,747
2012	2,267	18,699
2013	2,267	18,718

Campgrounds

Year	Number Sites	
2003	47	15,432
2006	46	15,394
2007	45	15,672
2008	47	15,506
2009	47	15,238
2010	47	15,154
2011	47	14,724
2012	47	15,159
2013	47	17,199

Restaurants

Year	Year Rd.	Seasonal
2005	620	835
2006	623	793
2007	629	762
2008	634	743
2009	660	765
2010	670	773
2011	522	783
2012	687	798
2013	560	700

Public School Enrollment

Year	Elementary	Secondary
2001	11,078	4,181
2005	10,179	4,695
2006	9,880	4,179
2007	9,448	4,372
2008	9,933	4,016
2009	8,625	4,202
2010	9,873	3,513
2011	10,016	3,219
2012	10,315	2,756
2013	9,859	3,134

Non-Public School Enrollment

Year	Elementary
2000	1,719
2003	1,737
2005	1,755
2006	1,354
2007	1,178
2008	1,292
2009	784
2010	505
2011	428
2012	373
2013	358

2015 Cape May County Visitor Survey

Sent to a data base of 3,400 with a 17% response rate.

1 Total number of people that traveled with you, including yourself?

Answer	0%100%	Response Ratio
1-2		33.1%
3-4		35.8%
5-6		17.6%
7-8		5.3%
9-10		6.4%
Other (View all)		1.0%
No Responses		<1%
Totals		100%

2 Did you take a vacation to Cape May County in 2015?

Answer	0%100%	Response Ratio
YES		85.5%
NO		13.9%
No Responses		<1%
Totals		100%

3 Was this your first vacation/trip to Cape May County?

Answer	0%100%	Response Ratio
YES		14.4%
NO		82.3%
Other (View all)		2.1%
No Responses		1.0%

	Totals	100%
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4 If you visited Cape May County, how many nights did you stay?

Answer	0%100%	Response Ratio
DAY TRIP	<div><div></div></div>	8.1%
1 NIGHT	<div><div></div></div>	1.0%
2-4 NIGHTS	<div><div></div></div>	21.1%
5-6 NIGHTS	<div><div></div></div>	20.1%
1 WEEK	<div><div></div></div>	26.0%
8-10 NIGHTS	<div><div></div></div>	4.3%
2 WEEKS	<div><div></div></div>	9.2%
MORE THAN 2 WEEKS	<div><div></div></div>	10.3%
	Totals	100%

5 How did you hear about us?

Answer	<div><div></div><div>0%100%</div></div>	Response Ratio
FAMILY/FRIEND	<div><div></div></div>	21.6%
RETURN VISITOR	<div><div></div></div>	63.7%
PRINT AD	<div><div></div></div>	5.9%
TELEVISION	<div><div></div></div>	8.1%
INTERNET/WEBSITE	<div><div></div></div>	25.9%
TRAVEL GUIDE	<div><div></div></div>	15.6%
TRAVEL/TRADE SHOW	<div><div></div></div>	4.3%
Other (View all)	<div><div></div></div>	3.7%

	Totals	100%
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6 How many years have you been coming to Cape May County for a vacation?

Answer	0%100%	Response Ratio
1-2 YEARS	<div></div>	19.2%
3-4 YEARS	<div></div>	7.4%
5-6 YEARS	<div></div>	7.4%
7-8 YEARS	<div></div>	3.2%
9-10 YEARS	<div></div>	8.5%
11-15 YEARS	<div></div>	10.1%
16-20 YEARS	<div></div>	6.4%

MORE THAN 20 YEARS		36.3%
No Responses		1.0%
	Totals	100%

7 Which Cape May County Resort is your vacation destination? Select all that apply.

Answer	0%100%	Response Ratio
CAPE MAY		56.9%
WILDWOODS		33.8%
STONE HARBOR		11.2%
AVALON		9.1%
SEA ISLE CITY		8.6%
OCEAN CITY		19.8%

	Totals	100%
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8 What did you do on your vacation in Cape May County? Select all that apply.

Answer	0%	100%	Responses	Ratio
BEACH	<div></div>			93.5%
SHOPPING	<div></div>			83.2%
RESTAURANTS/DINING	<div></div>			91.8%
CULTURAL/HISTORIC ATTRACTIONS	<div></div>			45.9%
BOARDWALK	<div></div>			66.4%

ECO/NATURE BASED ACTIVITIES		24.8%
BIRDING		11.3%
FISHING/BOATING		28.6%
GOLFING		12.4%
WATER SPORTS		27.5%
WINERIES		38.9%
CAMPING		6.4%
ZOO		42.1%
ART EXHIBITS/THEATRICAL PERFORMANCES		15.1%
RELAXATION		65.9%
Other (View all)		3.7%
Totals		100%

9 What factors are important when choosing Cape May County as your vacation destination? Select all that apply.

Answer	0%100%	Response Ratio
SPECIAL EVENTS	<div></div>	39.4%
VALUE	<div></div>	43.7%
QUIET	<div></div>	50.8%
ROMANTIC	<div></div>	18.3%
FAMILY ORIENTED	<div></div>	65.9%
CLOSE TO HOME	<div></div>	35.1%
Other (View all)	<div></div>	5.4%

	Totals	100%
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10 Where did you get the information that helped you choose Cape May County as your vacation destination?

Answer	0%100%	Response Ratio
PRINT/AD		17.9%
RADIO/TV		5.9%
INTERNET		44.0%

FRIEND/FAMILY		25.5%
RETURN VISIT		53.8%
Other (View all)		3.2%
	Totals	100%

11 How do you prefer to get your vacation information?

Answer	0%	100%	Response Ratio
INTERNET/WEBSITE			36.8%
DIRECT MAIL			32.6%

EMAIL	<div><div></div></div>	16.5%
PRINT AD	<div><div></div></div>	1.6%
TELEVISION	<div><div></div></div>	0.0%
FAMILY/FRIEND REFERRAL	<div><div></div></div>	11.2%
Other	<div><div></div></div>	0.0%
No Responses	<div><div></div></div>	1.0%
	Totals	187 100%

12 What type of accommodation do you most often stay while on vacation in Cape May County?

Answer	<div><div>0%</div><div>100%</div></div>	Response Ratio
MOTEL	<div><div></div></div>	24.0%

HOTEL	<div><div></div></div>	12.2%
BED & BREAKFAST	<div><div></div></div>	9.0%
CONDO RENTAL	<div><div></div></div>	11.2%
APARTMENT/HOUSE RENTAL	<div><div></div></div>	20.3%
CAMPGROUND	<div><div></div></div>	7.4%
OWN HOUSE	<div><div></div></div>	9.6%
RELATIVE/FRIEND	<div><div></div></div>	3.2%
Other (View all)	<div><div></div></div>	1.6%
No Responses	<div><div></div></div>	1.0%
Totals		100%

13 Who is most likely to travel with you when vacationing in Cape May County?

Answer	0%100%	Response Ratio
SPOUSE - NO CHILDREN		26.7%
CHILDREN ONLY		2.6%
FAMILY (SPOUSE & CHILDREN)		41.7%
COUPLE AND/OR FRIENDS		6.9%
EXTENDED FAMILY (PARENTS, GRANDPARENTS, SIBLINGS, ETC.)		18.7%
GROUP		0.0%
Other (View all)		2.1%
No Responses		1.0%
	Totals	100%

14 How many vacations do you usually take each year?

Answer	0%100%	Response Ratio
1		24.0%
2		39.0%
3		18.1%
4 OR MORE		16.0%
Other (View all)		1.6%
No Responses		1.0%
	Totals	100%

15 How many of those vacations were to Cape May County?

Answer	0%100%	Response Ratio
1		60.4%
2		21.3%
3		3.2%
4 OR MORE		9.0%
Other (View all)		4.2%
No Responses		1.6%
	Totals	100%

16 Where else do you travel? Select all that apply.

Answer	0%100%	Response Ratio
PENNSYLVANIA		36.8%
NEW YORK		30.2%
DELAWARE		14.8%
MARYLAND		15.3%
NEW ENGLAND		16.4%
VIRGINIA		10.4%
NORTH CAROLINA		6.5%
SOUTH CAROLINA		9.3%
FLORIDA		41.2%
THE CARIBBEAN ISLANDS		26.9%
EUROPE		12.6%
Other (View all)		15.3%
Totals		100%

17 What is your age group?

Answer	<div>0%100%</div>	Response Ratio
18 - 24		0.0%
25 - 34		6.4%
35 - 44		14.4%
45 - 54		22.9%
55 - 64		34.7%
65 AND OVER		19.7%
No Responses		1.6%
	Totals	100%

18 Approximately how much do you spend while on vacation?

Answer	<div><div></div><div>0%100%</div></div>	Response Ratio
\$100 - \$300	<div><div></div></div>	2.6%
\$300 - \$500	<div><div></div></div>	3.7%
\$500 - \$700	<div><div></div></div>	5.3%
\$700 - \$1000	<div><div></div></div>	9.6%
\$1000 - \$1500	<div><div></div></div>	15.5%
\$1500 - \$2000	<div><div></div></div>	16.5%
\$2500 - \$3000	<div><div></div></div>	19.2%
MORE THAN \$3000	<div><div></div></div>	22.9%
No Responses	<div><div></div></div>	4.2%
	Totals	100%

19 Did your vacation on the Jersey Cape meet your expectations?

Answer	0%100%	Response Ratio
YES		95.1%
NO		1.0%
Other (View all)		<1%
No Responses		2.6%
	Totals	100%

Travel Show Schedule 2016
Literature Distribution = 255,655 pieces

<u>Hartford Ski Sun Travel Expo</u>	November 8	Plantsville, CT (Courant/Fox)
<u>New York Boat Show</u>	January 6-10	Progressive Insurance (Javitz)
<u>Garden State Outdoor Sports Show</u>	January 7-10	Edison, NJ
<u>Cincinnati Travel Sports & Boat Show</u>	January 15-24	Cincinnati, OH
<u>NJ RV & Camping Show</u>	January 15-17	Edison, NJ
<u>Baltimore Boat Show</u>	January 28-31	Progressive Insurance (Baltimore Convention Ctr)
<u>Great American Outdoor Sports Show</u>	February 6-14	Harrisburg, PA – PA Farm Show
<u>Allegheny Sports Travel Outdoor Show</u>	February 17-21	Pittsburgh, PA
<u>Montreal Sport & Outdoor Show</u>	February 18-21	Montreal, Canada
<u>Boston Globe Travel Show</u>	February 19-21	Seaport World Trade Center
<u>Washington DC Travel & Adventure Show</u>	February 20-21	Washington Convention Center
<u>Greater Philadelphia Outdoor Sports Show</u>	February 25-28	Oaks, PA
<u>Philadelphia Flower Show</u>	March 5-13	Pennsylvania Convention Center
<u>World Fishing Outdoor Expo</u>	March 10-13	Suffern NY
<u>Saltwater Fishing Expo</u>	March 18-20	Somerset, NJ
<u>Suffern NY Show</u>	March 10-13	Suffern, NY
<u>Philadelphia Travel & Culinary</u>	April 30-May 1	Greater Philadelphia Expo Center

